

## ORDER



KLAS

Orders Order / Rev: 37159  
 Alt Order #: 08858745  
 Product Desc: BERKLEY/SENATE/D  
 Estimate:  
 Flight Dates: 09/04/12 - 09/10/12  
 Original Date / Rev: 08/31/12 / 09/27/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Shorr Johnson Magnus  
 Buying Contact:  
 Billing Contact:  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV4  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	62	\$40,590.00	\$34,501.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$40,590.00	\$34,501.50	0.00
Totals	62	\$40,590.00	\$34,501.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLAS	30%	\$40,590.00
Market	100%	\$135,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$33,825.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,765.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/04/12	09/06/12	8 News Now 5a M-F	CM	5-6a	-TWT---	:30	3	\$900.00	LV1	0.00	NM	3	\$2,700.00
NEWS															
Start Date		End Date		Weekdays	Spots/Week		Rate	Rating							
Week: 09/03/12		09/09/12		-TWT---	3		\$900.00	0.00							
E 2	8	09/07/12	09/07/12	8 News Now 5a M-F	CM	5-6a	----F--	:30	2	\$145.00	LV3	0.00	NM	2	\$290.00
8 News Now 5a M-F															

Page 2 of 5

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## KLAS

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Flight Dates: 09/04/12 - 09/10/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Order / Rev: 37159  
Alt Order #: 08858745  
Flight Dates: 09/04/12 - 09/10/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 42	8	09/10/12	09/10/12	Craig Ferguson	CM	1237a-137a	M-----	:30	1	\$80.00	LV3	0.00	NM	1	\$80.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$80.00		0.00			
E 43	8	09/04/12	09/06/12	Letterman	CM	1135p-1237a	-TWT---	:30	3	\$650.00	LV1	0.00	NM	3	\$1,950.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWT---		3				\$650.00		0.00			
E 44	8	09/07/12	09/07/12	Letterman	CM	1135p-1237a	----F--	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$175.00		0.00			
E 45	8	09/10/12	09/10/12	Letterman	CM	1135p-1237a	M-----	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$175.00		0.00			
E 46	8	09/08/12	09/08/12	Sat 1135p-1235a	Priv Pr@M	1135p-1235a	-----S-	:30	1	\$40.00	LV4	0.00	NM	1	\$40.00
The Unit															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$40.00		0.00			
N 47	8	09/07/12	09/07/12	CBS This Morning	7-9a CM	7-9a	----F--	:30	1	\$115.00	LV4	0.00	NM	1	\$115.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$115.00		0.00			
N 48	8	09/07/12	09/07/12	8 News Now 4-5a	CM	4-5a	----F--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$20.00		0.00			
N 49	8	09/06/12	09/06/12	Thu 8-9p	CM	8-9p	---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
Big Bang / 2 1/2 Men															
moved from 8825130/36544															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$7,500.00		0.00			

**Totals** 62 \$40,590.00